



TheRetailCoach®

5-MILE RADIAL DEMOGRAPHIC PROFILE

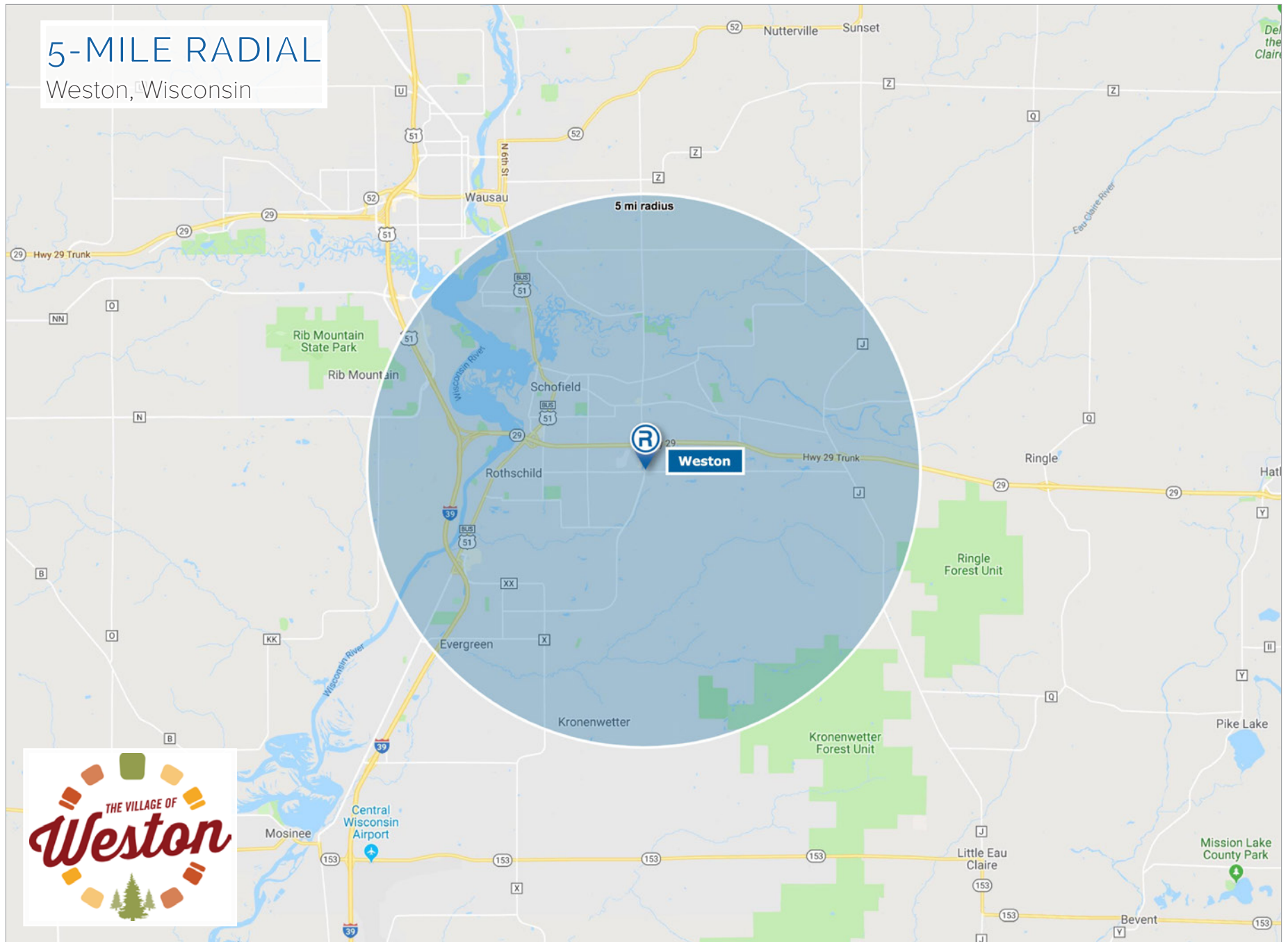
Weston, Wisconsin

Prepared for
Village of Weston
September 2018



5-MILE RADIAL

Weston, Wisconsin



CONTACT

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Weston, Wisconsin

DESCRIPTION	DATA	%
Population		
2023 Projection	41,891	
2018 Estimate	40,807	
2010 Census	39,008	
2000 Census	34,199	
Growth 2018 - 2023		2.66%
Growth 2010 - 2018		4.61%
Growth 2000 - 2010		14.06%
2018 Est. Population by Single-Classification Race	40,807	
White Alone	35,648	87.36%
Black or African American Alone	402	0.99%
Amer. Indian and Alaska Native Alone	205	0.50%
Asian Alone	3,399	8.33%
Native Hawaiian and Other Pacific Island Alone	11	0.03%
Some Other Race Alone	302	0.74%
Two or More Races	840	2.06%
2018 Est. Population by Hispanic or Latino Origin	40,807	
Not Hispanic or Latino	39,855	97.67%
Hispanic or Latino	952	2.33%
Mexican	563	59.14%
Puerto Rican	81	8.51%
Cuban	17	1.79%
All Other Hispanic or Latino	291	30.57%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	952	
White Alone	500	52.52%
Black or African American Alone	7	0.74%
American Indian and Alaska Native Alone	29	3.05%
Asian Alone	14	1.47%
Native Hawaiian and Other Pacific Islander Alone	1	0.11%
Some Other Race Alone	277	29.10%
Two or More Races	124	13.03%
2018 Est. Pop by Race, Asian Alone, by Category	3,399	
Chinese, except Taiwanese	117	3.44%
Filipino	92	2.71%
Japanese	20	0.59%
Asian Indian	176	5.18%
Korean	32	0.94%
Vietnamese	2	0.06%
Cambodian	9	0.27%
Hmong	2,706	79.61%
Laotian	18	0.53%
Thai	19	0.56%
All Other Asian Races Including 2+ Category	207	6.09%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	40,807	
Arab	7	0.02%
Czech	319	0.78%
Danish	254	0.62%
Dutch	741	1.82%
English	1,010	2.48%
French (except Basque)	517	1.27%
French Canadian	504	1.24%
German	15,464	37.90%
Greek	14	0.03%
Hungarian	87	0.21%
Irish	1,911	4.68%
Italian	511	1.25%
Lithuanian	33	0.08%
United States or American	933	2.29%
Norwegian	1,290	3.16%
Polish	4,313	10.57%
Portuguese	5	0.01%
Russian	131	0.32%
Scottish	117	0.29%
Scotch-Irish	149	0.37%
Slovak	7	0.02%
Subsaharan African	0	0.00%
Swedish	415	1.02%
Swiss	177	0.43%
Ukrainian	26	0.06%
Welsh	81	0.20%
West Indian (except Hisp. groups)	2	0.01%
Other ancestries	5,547	13.59%
Ancestry Unclassified	6,245	15.30%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	35,372	92.63%
Speak Asian/Pacific Island Language at Home	1,616	4.23%
Speak IndoEuropean Language at Home	314	0.82%
Speak Spanish at Home	858	2.25%
Speak Other Language at Home	27	0.07%
2018 Est. Population by Age	40,807	
Age 0 - 4	2,621	6.42%
Age 5 - 9	2,683	6.58%
Age 10 - 14	2,760	6.76%
Age 15 - 17	1,631	4.00%
Age 18 - 20	1,471	3.61%
Age 21 - 24	1,948	4.77%
Age 25 - 34	4,676	11.46%
Age 35 - 44	5,234	12.83%
Age 45 - 54	5,462	13.39%
Age 55 - 64	5,524	13.54%
Age 65 - 74	3,881	9.51%
Age 75 - 84	1,959	4.80%
Age 85 and over	957	2.35%
Age 16 and over	32,210	78.93%
Age 18 and over	31,113	76.24%
Age 21 and over	29,642	72.64%
Age 65 and over	6,797	16.66%
2018 Est. Median Age		40.09
2018 Est. Average Age		39.86

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	40,807	
Male	20,226	49.57%
Female	20,581	50.44%
2018 Est. Male Population by Age	20,226	
Age 0 - 4	1,351	6.68%
Age 5 - 9	1,384	6.84%
Age 10 - 14	1,400	6.92%
Age 15 - 17	813	4.02%
Age 18 - 20	752	3.72%
Age 21 - 24	1,000	4.94%
Age 25 - 34	2,357	11.65%
Age 35 - 44	2,648	13.09%
Age 45 - 54	2,730	13.50%
Age 55 - 64	2,752	13.61%
Age 65 - 74	1,837	9.08%
Age 75 - 84	878	4.34%
Age 85 and over	324	1.60%
2018 Est. Median Age, Male		39.08
2018 Est. Average Age, Male		38.93

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	20,581	
Age 0 - 4	1,270	6.17%
Age 5 - 9	1,300	6.32%
Age 10 - 14	1,360	6.61%
Age 15 - 17	818	3.98%
Age 18 - 20	719	3.49%
Age 21 - 24	948	4.61%
Age 25 - 34	2,319	11.27%
Age 35 - 44	2,586	12.57%
Age 45 - 54	2,731	13.27%
Age 55 - 64	2,772	13.47%
Age 65 - 74	2,044	9.93%
Age 75 - 84	1,081	5.25%
Age 85 and over	633	3.08%
2018 Est. Median Age, Female		41.11
2018 Est. Average Age, Female		40.78
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,867	27.08%
Males, Never Married	4,932	15.06%
Females, Never Married	3,934	12.02%
Married, Spouse present	17,388	53.10%
Married, Spouse absent	743	2.27%
Widowed	2,195	6.70%
Males Widowed	424	1.30%
Females Widowed	1,771	5.41%
Divorced	3,550	10.84%
Males Divorced	1,588	4.85%
Females Divorced	1,962	5.99%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	852	3.1%
Some High School, no diploma	1,188	4.3%
High School Graduate (or GED)	9,162	33.1%
Some College, no degree	5,374	19.4%
Associate Degree	3,426	12.4%
Bachelor's Degree	5,553	20.1%
Master's Degree	1,586	5.7%
Professional School Degree	433	1.6%
Doctorate Degree	118	0.4%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	144	35.47%
High School Graduate	125	30.79%
Some College or Associate's Degree	77	18.97%
Bachelor's Degree or Higher	60	14.78%
Households		
2023 Projection	16,931	
2018 Estimate	16,404	
2010 Census	15,443	
2000 Census	13,108	
Growth		
Growth 2018 - 2023		3.21%
Growth 2010 - 2018		6.22%
Growth 2000 - 2010		17.81%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	11,203	68.29%
Nonfamily Households	5,201	31.71%
2018 Est. Group Quarters Population		
2018 Est. Group Quarters Population	564	
2018 Households by Ethnicity, Hispanic/Latino		
2018 Households by Ethnicity, Hispanic/Latino	234	
2018 Est. Households by Household Income		
Income < \$15,000	1,257	7.66%
Income \$15,000 - \$24,999	1,554	9.47%
Income \$25,000 - \$34,999	1,597	9.74%
Income \$35,000 - \$49,999	2,254	13.74%
Income \$50,000 - \$74,999	3,285	20.03%
Income \$75,000 - \$99,999	2,482	15.13%
Income \$100,000 - \$124,999	1,601	9.76%
Income \$125,000 - \$149,999	1,035	6.31%
Income \$150,000 - \$199,999	806	4.91%
Income \$200,000 - \$249,999	274	1.67%
Income \$250,000 - \$499,999	212	1.29%
Income \$500,000+	48	0.29%
2018 Est. Average Household Income		
2018 Est. Average Household Income		\$75,100
2018 Est. Median Household Income		
2018 Est. Median Household Income		\$61,075

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$62,777
Black or African American Alone		\$27,222
American Indian and Alaska Native Alone		\$30,589
Asian Alone		\$41,939
Native Hawaiian and Other Pacific Islander Alone		\$32,297
Some Other Race Alone		\$41,435
Two or More Races		\$58,508
Hispanic or Latino		\$47,804
Not Hispanic or Latino		\$61,405
2018 Est. Family HH Type by Presence of Own Child.	11,203	
Married-Couple Family, own children	3,662	32.69%
Married-Couple Family, no own children	5,219	46.59%
Male Householder, own children	518	4.62%
Male Householder, no own children	272	2.43%
Female Householder, own children	1,004	8.96%
Female Householder, no own children	528	4.71%
2018 Est. Households by Household Size	16,404	
1-person	4,394	26.79%
2-person	5,939	36.21%
3-person	2,579	15.72%
4-person	2,156	13.14%
5-person	823	5.02%
6-person	310	1.89%
7-or-more-person	202	1.23%
2018 Est. Average Household Size		2.45

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	16,404	
Households with 1 or More People under Age 18:	5,481	33.41%
Married-Couple Family	3,769	68.77%
Other Family, Male Householder	552	10.07%
Other Family, Female Householder	1,088	19.85%
Nonfamily, Male Householder	56	1.02%
Nonfamily, Female Householder	16	0.29%
Households with No People under Age 18:	10,923	66.59%
Married-Couple Family	5,112	46.80%
Other Family, Male Householder	240	2.20%
Other Family, Female Householder	445	4.07%
Nonfamily, Male Householder	2,426	22.21%
Nonfamily, Female Householder	2,700	24.72%
2018 Est. Households by Number of Vehicles	16,404	
No Vehicles	747	4.55%
1 Vehicle	4,902	29.88%
2 Vehicles	7,533	45.92%
3 Vehicles	2,554	15.57%
4 Vehicles	409	2.49%
5 or more Vehicles	259	1.58%
2018 Est. Average Number of Vehicles		1.88

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	11,582	
2018 Estimate	11,203	
2010 Census	10,511	
2000 Census	9,287	
Growth 2018 - 2023		3.38%
Growth 2010 - 2018		6.58%
Growth 2000 - 2010		13.18%
2018 Est. Families by Poverty Status	11,203	
2018 Families at or Above Poverty	10,573	94.38%
2018 Families at or Above Poverty with Children	4,520	40.35%
2018 Families Below Poverty	630	5.62%
2018 Families Below Poverty with Children	508	4.53%
2018 Est. Pop 16+ by Employment Status	32,210	
Civilian Labor Force, Employed	21,360	66.32%
Civilian Labor Force, Unemployed	639	1.98%
Armed Forces	0	0.00%
Not in Labor Force	10,211	31.70%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	21,269	
For-Profit Private Workers	16,066	75.54%
Non-Profit Private Workers	1,882	8.85%
Local Government Workers	182	0.86%
State Government Workers	493	2.32%
Federal Government Workers	1,431	6.73%
Self-Employed Workers	1,183	5.56%
Unpaid Family Workers	32	0.15%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	21,269	
Architect/Engineer	363	1.71%
Arts/Entertainment/Sports	322	1.51%
Building Grounds Maintenance	633	2.98%
Business/Financial Operations	1,158	5.45%
Community/Social Services	422	1.98%
Computer/Mathematical	411	1.93%
Construction/Extraction	639	3.00%
Education/Training/Library	1,015	4.77%
Farming/Fishing/Forestry	110	0.52%
Food Prep/Serving	861	4.05%
Health Practitioner/Technician	1,280	6.02%
Healthcare Support	619	2.91%
Maintenance Repair	640	3.01%
Legal	328	1.54%
Life/Physical/Social Science	92	0.43%
Management	1,942	9.13%
Office/Admin. Support	3,123	14.68%
Production	1,927	9.06%
Protective Services	314	1.48%
Sales/Related	2,922	13.74%
Personal Care/Service	565	2.66%
Transportation/Moving	1,583	7.44%
2018 Est. Pop 16+ by Occupation Classification	21,269	
White Collar	13,378	62.90%
Blue Collar	4,790	22.52%
Service and Farm	3,101	14.58%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	21,166	
Drove Alone	18,370	86.79%
Car Pooled	1,534	7.25%
Public Transportation	56	0.27%
Walked	199	0.94%
Bicycle	87	0.41%
Other Means	164	0.78%
Worked at Home	756	3.57%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,523	
15 - 29 Minutes	8,761	
30 - 44 Minutes	1,020	
45 - 59 Minutes	547	
60 or more Minutes	695	
2018 Est. Avg Travel Time to Work in Minutes		19.22
2018 Est. Occupied Housing Units by Tenure	16,404	
Owner Occupied	11,740	71.57%
Renter Occupied	4,664	28.43%
2018 Owner Occ. HUs: Avg. Length of Residence		16.92
2018 Renter Occ. HUs: Avg. Length of Residence		5.84

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	16,404	
Value Less than \$20,000	368	3.14%
Value \$20,000 - \$39,999	44	0.38%
Value \$40,000 - \$59,999	73	0.62%
Value \$60,000 - \$79,999	451	3.84%
Value \$80,000 - \$99,999	936	7.97%
Value \$100,000 - \$149,999	3,837	32.68%
Value \$150,000 - \$199,999	2,999	25.55%
Value \$200,000 - \$299,999	1,849	15.75%
Value \$300,000 - \$399,999	674	5.74%
Value \$400,000 - \$499,999	269	2.29%
Value \$500,000 - \$749,999	167	1.42%
Value \$750,000 - \$999,999	49	0.42%
Value \$1,000,000 or \$1,499,999	21	0.18%
Value \$1,500,000 or \$1,999,999	2	0.02%
Value \$2,000,000+	0	0.00%
2018 Est. Median All Owner-Occupied Housing Value		\$152,308
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	12,319	69.49%
1 Unit Detached	860	4.85%
2 Units	731	4.12%
3 or 4 Units	359	2.03%
5 to 19 Units	2,165	12.21%
20 to 49 Units	432	2.44%
50 or More Units	414	2.34%
Mobile Home or Trailer	448	2.53%
Boat, RV, Van, etc.	0	0.00%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	815	4.60%
Housing Units Built 2010 to 2014	292	1.65%
Housing Units Built 2000 to 2009	3,684	20.78%
Housing Units Built 1990 to 1999	2,753	15.53%
Housing Units Built 1980 to 1989	1,743	9.83%
Housing Units Built 1970 to 1979	2,952	16.65%
Housing Units Built 1960 to 1969	1,502	8.47%
Housing Units Built 1950 to 1959	1,635	9.22%
Housing Units Built 1940 to 1949	828	4.67%
Housing Unit Built 1939 or Earlier	1,523	8.59%
2018 Est. Median Year Structure Built		1982

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients' communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –

“It's not about data. It's about your success.”



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2018, ESRI 2017, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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